D12-134

Design
Unclassified

Firestone

passenger tires

with built-in peace of mind

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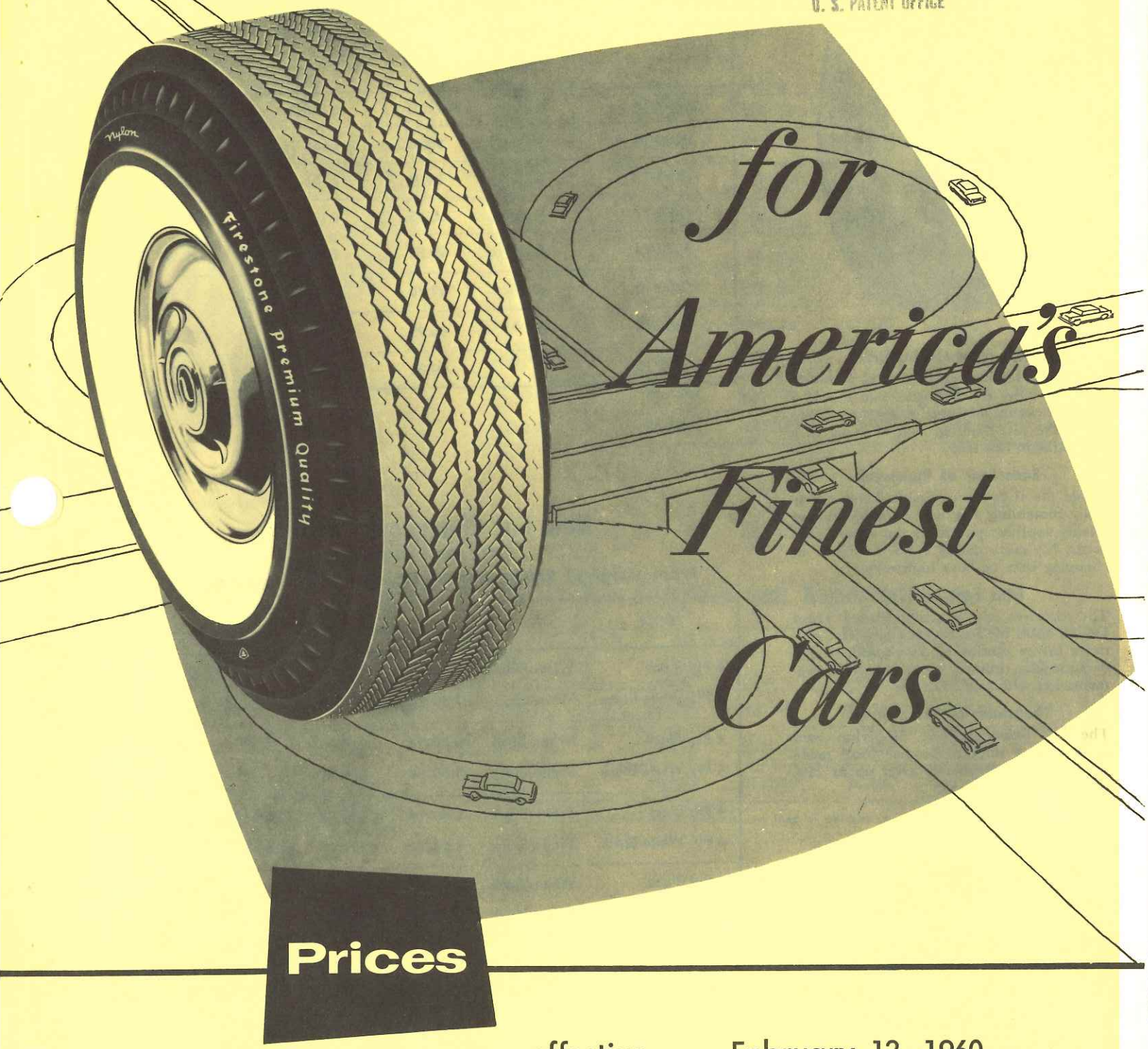


for America's Finest Cars

Prices

effective . . . February 13, 1960

(FEDERAL EXCISE TAX EFFECTIVE JANUARY 1, 1960)

Replaces List 211C, Dated 1-1-60

Firestone

PASSENGER CAR TIRES

Firestone Premium Quality

Safest Tire Anywhere . . . Blowout-Safe, Puncture-Safe, Skid-Safe . . . for Complete Built-In Peace of Mind

Size	Ply	WHITE-BLACK (PR QU TU WB Nyl) Each	Code	Excise Tax
7.50-14	4	$ 73.65	5156-26	$2.19
8.00-14	4	80.65	5646-28	2.29
8.50-14	4	87.70	6139-29	2.48
9.00-14	4	96.95	6787-31	2.60
9.50-14	4	99.85	6990-33	2.80
7.60-15	4	87.70	6139-31	2.57
8.00-15	4	96.95	6787-32	2.66
8.20-15	4	99.85	6990-34	2.81

Ends Fear of Blowouts

Firestone Premium Quality is as blowout-proof as a tire can be made. But, should a blowout occur, the inner safety tire retains ⅔ of the air, enabling you to come to a safe, straight-line stop.

Ends Fear of Punctures

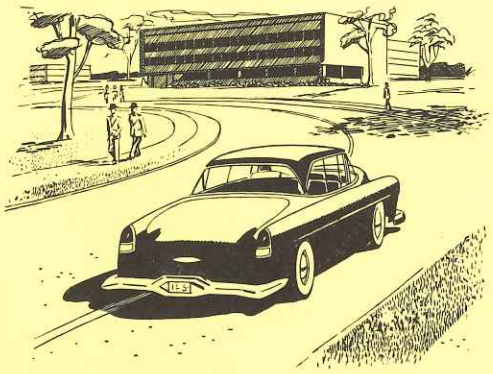
Inside the tire, the exclusive Silver Safety Seal, containing the new wonder rubber Diene, smothers punctures the instant they occur. No more delays . . . no more fear of changing tires on busy highways.

Ends Fear of Skids

The exclusive new Precision-Bladed Tread Design holds the road with a powerful grip never before possible. It won't skid, swerve or slide like ordinary tires, even on pavements wet with rain or snow.

Thousands of Extra Miles

The S/F Safety-Fortified All-Nylon cord body, plus a thicker, tougher tread made with Firestone Rubber-X gives up to 25% more mileage.



New Car Changeover Prices

(SETS OF 5 TIRES)*

From Original Equipment to Firestone Premium Quality

FROM	TO	14" Size	14" Price	15" Size	15" Price
4 Ply Black	White-Black	7.50-14	$228.50	.....	$.....
4 Ply White-Black	White-Black	7.50-14	197.00	.....	.....
4 Ply Black	White-Black	8.00-14	250.00	.....	.....
4 Ply White-Black	White-Black	8.00-14	215.50	.....	.....
4 Ply Black	White-Black	8.50-14	270.50	7.60-15	270.50
4 Ply White-Black	White-Black	8.50-14	232.75	7.60-15	232.75
4 Ply Black	White-Black	9.00-14	297.75	8.00-15	297.75
4 Ply White-Black	White-Black	9.00-14	255.75	8.00-15	255.75
4 Ply Black	White-Black	9.50-14	305.50	8.20-15	305.50
4 Ply White-Black	White-Black	9.50-14	262.00	8.20-15	262.00

*Deduct 1/5 from these prices for sets of 4 tires.

NOTE: Above changeover prices are for sets of five original equipment tubeless tires traded in. Prices do not include Federal Excise Tax.

Firestone

PASSENGER CAR TIRES

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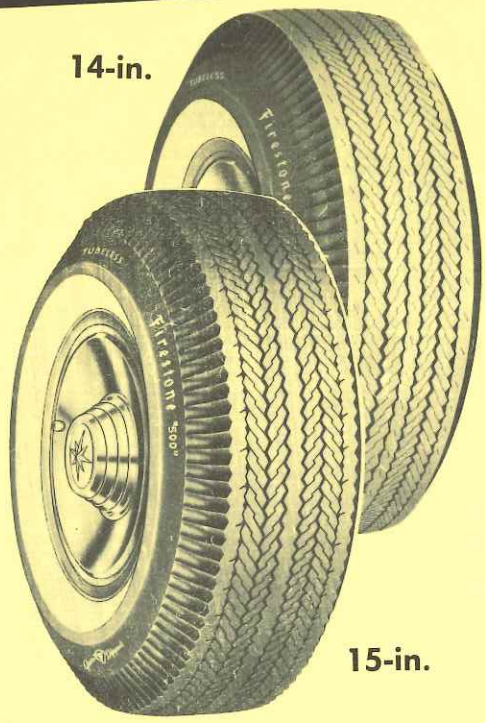


"500" Nylon – Tubeless

Developed at the Speedway for Top-Speed Safety on the Highway

Size	Ply	ALL BLACK (500 TU)		WHITE-BLACK (500 TU WB)		Excise Tax
		Each	Code	Each	Code	
7.50-14	4	$30.75D	2721-20	$37.65D	3332-21	$1.87
8.00-14	4	33.70D	2982-22	41.30D	3655-23	1.99
8.50-14	4	36.95D	3270-24	45.25D	4005-25	2.16
9.00-14	4	41.15D	3642-25	50.40D	4460-27	2.32
9.50-14	4	.....	.....	52.25D	4624-28	2.55
6.70-15	4	30.75D	2721-21	37.65D	3332-22	1.86
7.10-15	4	33.70D	2982-22	41.30D	3655-23	1.99
7.60-15	4	36.95D	3270-24	45.25D	4005-26	2.16
8.00-15	4	41.15D	3642-26	50.40D	4460-28	2.35
8.20-15	4	42.65D	3775-27	52.25D	4624-29	2.35

Extra Speed Safety

New, improved racing tire construction welds the S/F Safety-Fortified nylon cord body and special high-speed tread into one inseparable unit... provides an extra 15 M.P.H. safety margin over conventional tires.

Extra Heat Safety

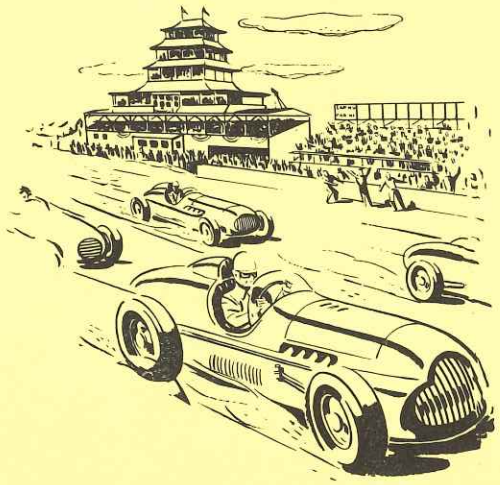
S/F Safety-Fortified nylon cord body safely withstands the heat of high-speed cord flexing—enables tire to withstand 40° hotter road temperature.

Extra Shock Safety

S/F Safety-Fortified nylon cord body is 91% stronger... cushioned tubeless construction ... absorbs punishing road shocks... is virtually immune to impact damage.

Extra Skid Safety

Exclusive Firestone Rubber-X Precision-Bladed Tread has thousands of skid-resisters that grip the road with a powerful traction ... gives thousands of extra safe miles.



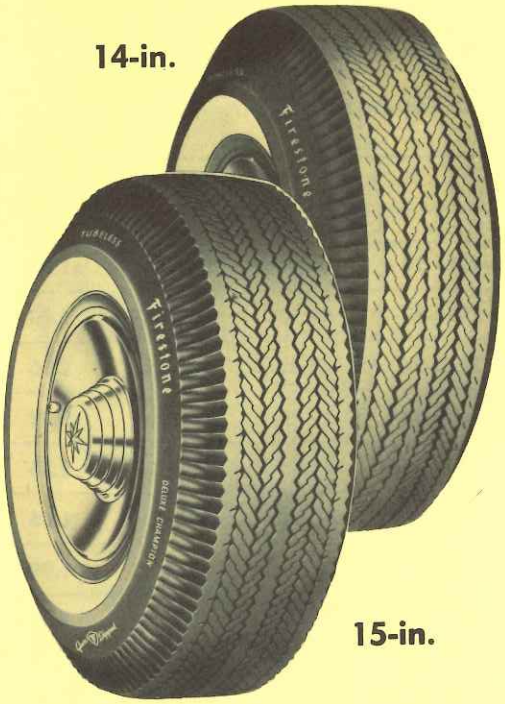
For Compact and Imported Cars

Size	Ply	ALL BLACK (500 TU)		WHITE-BLACK (500 TU WB)		Excise Tax
		Each	Code	Each	Code	
6.00-13	4	$26.20D	2319-15	$32.10D	2841-16	$1.34
6.50-13	4	29.05D	2571-16	35.60D	3151-17	1.47
6.40-15	4	29.05D	2571-19	35.60D	3151-20	1.69

D — Production discontinued — available as long as present stock lasts.

Firestone

PASSENGER CAR TIRES



De Luxe Champion – Tubeless

First Choice as Original Equipment for America's Leading New Cars

Size	Ply	ALL BLACK (DLC TU) Each	ALL BLACK (DLC TU) Code	WHITE-BLACK (DLC TU WB) Each	WHITE-BLACK (DLC TU WB) Code	Excise Tax
7.50-14	4	$27.95	2474-22	$34.25	3031-23	$1.87
	6	36.35#	3217-25	44.55#	3943-26	2.14
8.00-14	4	30.65	2713-23	37.55	3323-24	1.99
	6	39.85#	3527-26	48.80#	4319-27	2.21
8.50-14	4	33.60	2974-26	41.15	3642-27	2.16
	6	43.70D	3867-28	53.55#	4739-30	2.38
9.00-14	4	37.40	3310-27	45.80	4053-28	2.32
9.50-14	4	.....	.....	47.45	4199-31	2.55
6.70-15	4	27.95	2474-22	34.25	3031-23	1.86
	6	36.35	3217-25	44.55#	3943-26	2.10
7.10-15	4	30.65	2713-24	37.55	3323-25	1.99
	6	39.85	3527-29	48.80#	4319-30	2.25
7.60-15	4	33.60	2974-26	41.15	3642-27	2.16
	6	43.70#	3867-31	.....	.....	2.44
8.00-15	4	37.40	3310-28	45.80	4053-29	2.35
8.20-15	4	38.75D	3429-29	47.45	4199-31	2.35
	6	50.40D	4460-33	61.75#	5465-34	2.73
8.90-15	6	63.10#	5584-39	77.30#	6841-40	3.22
*6.00-16	4	25.45#	2252-24	.....	.....	1.88
	6	33.10#	2929-28	.....	.....	2.17
*6.50-16	6	40.40	3575-31	.....	.....	2.44
*7.00-16	6	46.50#	4115-34	.....	.....	2.73

Greater Blowout Protection

The exclusive air-tight Safety-Liner bonded to the inside of the tire, replaces the tube, takes the BLOW out of blowouts ... the result instead, is merely a slow-leak because the Safety-Liner encases the puncturing object.

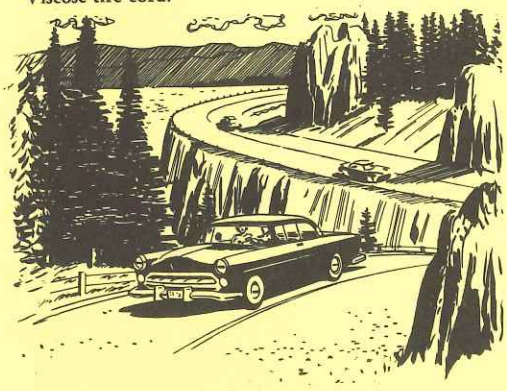
Longer Mileage

This huskier tire with its wider tread provides a larger tread area on the road for more even wear. New improved tread rubber made with Firestone Rubber-X wears more slowly—delivers thousands of extra miles.

Greater Riding Comfort

S/F Safety-Fortified Tyrex* cord body plus tubeless construction cradle the ride. Extra resilient tread with its unique tread design absorbs the road shock.

*TYREX is a certification mark of Tyrex Inc. for Viscose tire cord.



For Compact and Imported Cars

Size	Ply	ALL BLACK (DLC TU) Each	ALL BLACK (DLC TU) Code	WHITE-BLACK (DLC TU WB) Each	WHITE-BLACK (DLC TU WB) Code	Excise Tax
5.20-13	4	$23.40	2071-14	$28.65	2536-15	$1.18
5.60-13	4	23.70	2097-15	29.05	2571-16	1.30
5.90-13	4	23.80	2106-16	29.15	2580-17	1.37
6.00-13	4	23.80	2106-16	29.15	2580-17	1.34
6.40-13	4	26.40	2336-18	32.35	2863-19	1.51
6.50-13	4	26.40	2336-17	32.35	2863-18	1.47
6.70-13	4	27.95#	2474-20	34.25#	3031-21	1.81
5.00-14	4	23.80#	2106-16	29.15#	2580-17	1.33
5.0 -15	2	20.95	1854-13	25.65	2270-13	1.02
5.60-15	4	23.70	2097-17	29.05	2571-18	1.46
5.90-15	4	23.80	2106-18	29.15	2580-19	1.54
6.40-15	4	26.40	2336-20	32.35	2863-21	1.69

NOTE: For 6-Ply Tires add "HD" to abbreviated nomenclature shown on this page.
#Available for district stock where market warrants.
D — Production discontinued — available as long as present stock lasts.
*Available in previous De Luxe Champion tread design (DLC TU) or (DLC TU HD).

Firestone

PASSENGER CAR TIRES

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Terrific Pulling Action

No more spinning in snow, slush or mud. These traction-action bars bite in and take hold! Yet on dry roads you get luxurious hum-free, thump-free riding comfort because of Firestone Town & Country's "continuous tread" design.

Non-Skid Action

The action-angled cleats that distinguish the Town & Country tread provide powerful extra traction. In addition, thousands of tiny skid resisters provide extra gripping action on slippery surfaces.

Self-Cleaning Action

As your Firestone Town & Country tires revolve, centrifugal force ejects snow or mud out of the tread spaces to prevent them from filling up. This self-cleaning action keeps the tread clean and sharp—always ready for instant traction action!

PLUS

S/F Safety-Fortified cord body and exclusive Firestone Rubber-X.

Town & Country – Nylon Tubeless

Only Winter Tire with Triple-Action Traction

Size	Ply	ALL BLACK (TC TU Nyl) Each	ALL BLACK (TC TU Nyl) Code	WHITE-BLACK (TC TU WB Nyl) Each	WHITE-BLACK (TC TU WB Nyl) Code	Excise Tax
7.50-14	4	$30.75	2721-24	$37.65#	3332-25	$1.87
8.00-14	4	33.70	2982-26	41.30#	3655-27	1.99
8.50-14	4	36.95#	3270-28	45.25#	4005-29	2.16
9.00-14	4	41.15#	3641-30	50.40#	4460-31	2.32
9.50-14	4	.....	.....	52.15#	4615-33	2.55
6.70-15	4	30.75	2721-23	37.65#	3332-24	1.86
7.10-15	4	33.70	2982-27	41.30#	3655-28	1.99
7.60-15	4	36.95	3270-29	45.25#	4005-30	2.16
6.00-16	4	28.00#	2478-23	.....	.....	1.88

Town & Country – Tubeless

Size	Ply	ALL BLACK (TC TU) Each	ALL BLACK (TC TU) Code	WHITE-BLACK (TC TU WB) Each	WHITE-BLACK (TC TU WB) Code	Excise Tax
7.50-14	4	$27.95	2474-26	$34.25	3031-27	$1.87
8.00-14	4	30.65	2713-28	37.55	3323-29	1.99
8.50-14	4	33.60	2974-31	41.15	3642-32	2.16
9.00-14	4	37.40#	3310-33	45.80	4053-34	2.32
9.50-14	4	.....	.....	47.45#	4199-36	2.55
6.70-15	4	27.95	2474-25	34.25	3031-26	1.86
7.10-15	4	30.65	2713-29	37.55	3323-30	1.99
7.60-15	4	33.60	2974-32	41.15	3642-33	2.16
8.00-15	4	37.40	3310-35	45.80	4053-35	2.35
8.20-15	4	.....	.....	47.45	4199-38	2.35
6.50-16	6	40.40#	3575-37	.....	.....	2.44
For Compact and Imported Cars						
5.20-13	4	$23.40#	2071-15	$28.65#	2536-16	$1.18
5.60-13	4	23.70#	2097-18	29.05#	2571-19	1.30
5.90-13	4	23.80#	2106-20	29.15#	2580-20	1.37
6.00-13	4	23.80#	2106-20	29.15#	2580-21	1.34
6.40-13	4	26.40#	2336-21	32.35#	2863-22	1.51
6.50-13	4	26.40#	2336-21	32.35#	2863-22	1.47
6.70-13	4	27.95#	2474-25	34.25#	3031-25	1.81
5.00/5.20-14	4	23.80#	2106-16	29.15#	2580-17	1.33
5.60-15	4	23.70#	2097-20	29.05#	2571-21	1.46
5.90-15	4	23.80#	2106-22	29.15#	2580-22	1.54
6.40-15	4	26.40	2336-24	32.35#	2863-24	1.69

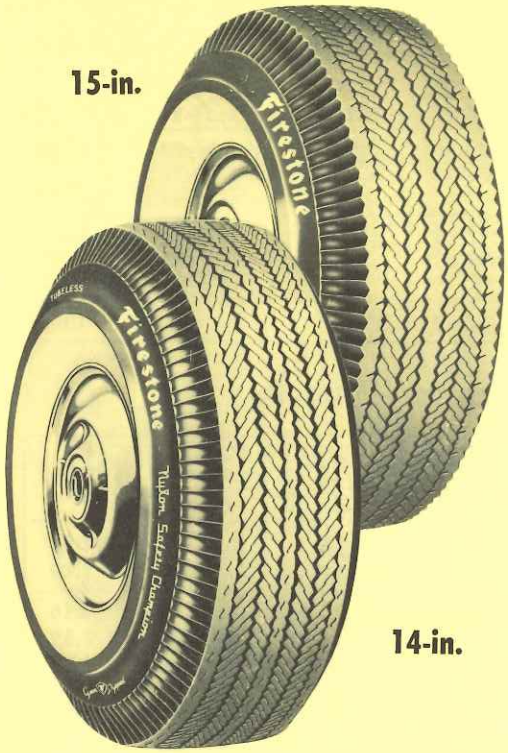
Town & Country – Tubed-Type

Size	Ply	ALL BLACK (TC) Each	ALL BLACK (TC) Code	Excise Tax
6.70-15	4	$24.70	2186-23	$1.58
7.10-15	4	27.45	2429-26	1.70
7.60-15	4	29.95	2651-29	1.86
8.00-15	4	32.95#	2916-31	2.04
6.00-16	4	22.60	2000-23	1.57
	6	29.45	2606-26	1.99
6.50-16	4	27.80	2460-26	1.81
	6	36.15	3199-30	2.22

NOTE: For 6-Ply Tires add "HD" to abbreviated nomenclature shown on this page.
Available for district stock where market warrants.

Firestone

PASSENGER CAR TIRES



Precision Bladed Tread Design

More non-skid edges and skid resisters grip the road with powerful traction. Quiet operation ... suppresses annoying whine and squeal.

Safety-Proved Body

Exclusive Firestone S/F Safety-Fortified cord body with speedway weld for extra protection against heat and impact breaks. Nylon construction provides additional heat, speed and shock safety.

Mileage-Proved Tread

Thick, tough tread made with exclusive Firestone Rubber-X wears slowly and evenly, provides longer, safer mileage.

Safety Champion Nylon – Tubeless

Safety-Proved on the Speedway

Size	Ply	ALL BLACK (SAFE CH TU Nyl)		WHITE-BLACK (SAFE CH TUWBNYL)		Excise Tax
		Each	Code	Each	Code	
7.50-14	4	$25.50	2423-19	$31.25	2969-20	$1.87
8.00-14	4	28.25	2684-21	34.60	3287-22	1.99
8.50-14	4	30.90	2936-22	37.85	3596-23	2.16
6.70-15	4	25.50	2423-20	31.25	2969-21	1.86
7.10-15	4	28.25	2684-22	34.60	3287-23	1.99
7.60-15	4	30.90	2936-23	37.85	3596-25	2.16
8.00-15	4	.....	.....	42.25	4014-27	2.35

Safety Champion Nylon – Tubed-Type

Size	Ply	ALL BLACK (SAFE CH Nyl)		WHITE-BLACK (SAFE CH WB Nyl)		Excise Tax
		Each	Code	Each	Code	
6.70-15	4	$20.55	1952-18	$27.60	2622-19	$1.58
7.10-15	4	25.25	2399-19	30.95	2940-20	1.70
7.60-15	4	27.65	2627-21	33.85	3216-22	1.86
8.00-15	4	.....	.....	37.25#	3539-24	2.04
6.00-16	4	19.70P	1872-18	.....	.....	1.57

Safety Champion – Tubeless

Size	Ply	ALL BLACK (SAFE CH TU)		WHITE-BLACK (SAFE CH TU WB)		Excise Tax
		Each	Code	Each	Code	
7.50-14	4	$23.20	2274-21	$28.40	2783-22	$1.87
8.00-14	4	25.70	2519-22	31.50	3087-23	1.99
8.50-14	4	28.10	2754-24	34.40	3371-25	2.16
6.70-15	4	23.20	2274-22	28.40	2783-23	1.86
7.10-15	4	25.70	2519-22	31.50	3087-24	1.99
7.60-15	4	28.10	2754-25	34.40	3371-26	2.16
8.00-15	4	.....	.....	38.35	3758-27	2.35
8.20-15	4	.....	.....	39.60	3881-29	2.35

Safety Champion – Tubed-Type

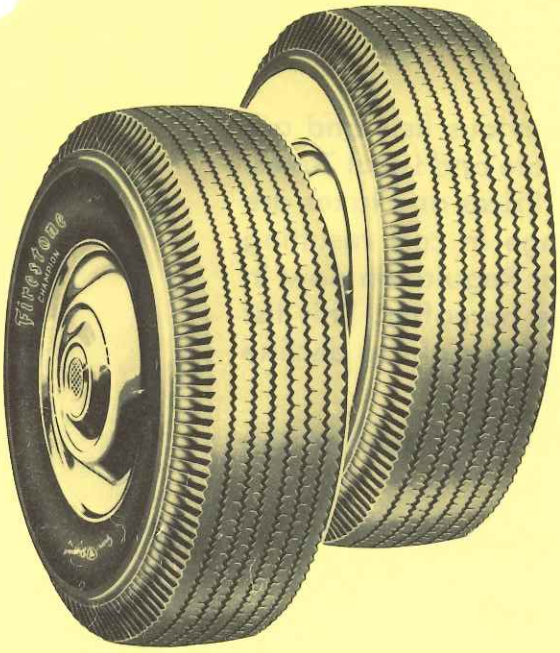
Size	Ply	ALL BLACK (SAFE CH)		WHITE-BLACK (SAFE CH WB)		Excise Tax
		Each	Code	Each	Code	
4.50-12	4	$13.70P	1343-10	$.....	.....	$ .82
5.50-15	4	18.85P	1847-16	.....	.....	1.35
6.40-15	4	18.40	1803-17	.....	.....	1.45
6.70-15	4	19.25	1887-18	25.10	2460-19	1.58
7.10-15	4	22.95	2249-20	28.10	2754-21	1.70
7.60-15	4	25.15	2465-21	30.80	3018-23	1.86
8.00-15	4	.....	.....	33.85	3317-24	2.04
5.00-16	4	18.75P#	1838-14	.....	.....	1.34
5.50-16	4	19.70P#	1931-17	.....	.....	1.47
6.00-16	4	17.90P	1754-19	21.95P	2151-20	1.57
6.50-16	4	24.65P	2416-23	.....	.....	1.81
7.00-16	4	29.55P#	2896-26	.....	.....	2.12

Available for district stock where market warrants.

P — Available in previous tread design only.

Firestone

PASSENGER CAR TIRES



Wide, Flat Tread

More rubber, longer wear—more road contact to prevent skidding.

Firestone Rubber-X for Longer, Safer Mileage

A superior compound that resists damage due to heat, cracking, aging and abrasion.

New S/F Safety-Fortified Cord Body

Assures added safety at high speeds, helps hush road noise, gives smoother ride.

Champion – Tubed-Type

The Low Price Quality Tire that gives Motorists Built-In Peace of Mind

Size	Ply	ALL BLACK (CHAMP)		WHITE-BLACK (CHAMP WB)		Excise Tax
		Each	Code	Each	Code	
6.70-15	4	$15.25	1525-18	$18.70	1870-19	$1.58
7.10-15	4	17.95	1795-20	22.00	2200-21	1.70
7.60-15	4	19.65	1965-22	24.05	2405-23	1.86
6.00-16	4	14.50	1450-19	.....	.....	1.57

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De Luxe Champion Tubes

(Butyl Rubber)
(DLC But)

Tube Size	Group Marking	Each	Code	Excise Tax
4.50-12		$3.45	288-16	$.11
5.20/5.60/6.00-13	F-13	3.60#	301-22	.15
5.90/6.40/6.50-13	G-13	3.60#	301-24	.18
5.90/6.40-13		3.60D	301-24	.18
6.70/7.00-13	K-13	3.75#	313-25	.24
7.00/7.50-14	K-14*	4.25	355-28	.22
8.00/8.50-14	M-14*	4.55	380-34	.26
9.00/9.50-14	P-14	4.80#	401-38	.32
7.00/7.50-14*		4.25D	355-28	.22
8.00/8.50-14*		4.55D	380-34	.26
9.00/9.50-14		4.80D	401-38	.32
5.50/5.90/6.00/6.40-15	G-15	3.60	301-25	.20
6.50/6.70/7.10-15	K-15*	4.15	347-30	.23
7.00/7.50/7.60/8.00/8.20-15	M-15*	4.80	401-37	.28
5.00-16		3.70	309-26	.18
5.50/6.00-16	G-16*	3.70	309-27	.21
6.50/6.70/7.00/7.60-16	K-16	4.25	355-33	.25

#Available for district stock where market warrants.
D Production discontinued — available as long as present stock lasts.
*Available under Profit-Pac program in accordance with policy (tubes folded and packaged loose 12 to a carton) for shipment in quantities of 1,500, 2,500 or 4,000 in these size groups only — order as (DLC But Pac).

Firestone

PASSENGER CAR TIRES

Prices on this list supersede all prices on previous lists and are subject to change without notice. Federal, State and Local Taxes, if any, are to be added to the prices shown. Prices and taxes are subject to change on account of any change in cost resulting from any Federal, State or Local Tax, Law or Regulation now in effect, or as changed or becoming effective hereafter. This list does not constitute an offer and we reserve the right to decline or accept any order.

NOTE: In each case "Excise Tax" shown is to be added to the price shown.

NOTE: Use special nomenclature shown in parentheses for Ordering, Billing, and Selling.

FIRESTONE LIFETIME NEW TIRE AND TUBE GUARANTEE

Every new tire or tube of our manufacture, bearing our name and serial number, unless branded as a second, is guaranteed to be free from defects in workmanship and material.

If our examination shows such tire or tube to be defective, we will either repair it or make an allowance against our then current list price towards the purchase of a new tire or tube of our manufacture, according to the unused tread wear on the defective tire or unused service of the defective tube. The allowance will not include cost of service, transportation or local sales taxes which costs are to be borne by the owner making claim.

This guarantee is for the exclusive benefit of the owner actually using these products, is not assignable and no claim hereunder will be recognized unless submitted on our official claim form, properly filled out and signed by such owner.

THE FIRESTONE TIRE & RUBBER COMPANY
AKRON, OHIO